

Liemppelj
• Staff mtg
2045875067

SUMMARY POINTS
MONDAY, AUGUST 15, 1994

- Shipment, Nielsen, Consumer Tracking Consistent With Record PM-USA Performance.
- Most Performance Benchmarks Favorable Except:
 - Basic SOC: All outlets and Nielsen C-stores
 - B&H share
 - \$ Pack Gaps: GPC and Doral Pricing Pulling Lowest Discount Below Benchmarks
- Higher than expected shipments correspond with retail promotional activity.

2045875068